ABSTRACT

When receiving an interlaced video signal, an I/P conversion section converts the interlaced video signal into a progressive video signal by any of two or more I/P conversion methods. Further, an emphasis conversion section subjects the progressive video signal to emphasis conversion. Here, a control CPU controls the degree of emphasis conversion performed by the emphasis conversion section so as to be changed in accordance with which kind of conversion method among the two or more conversion methods is used for the conversion. This makes it possible to subject video data supplied to a liquid crystal display panel to emphasis conversion with a degree corresponding to the conversion method. As a result of this, it is possible to implement a liquid crystal display device which can realize both improvement in response speed of a liquid crystal display device and improvement in quality of video image displayed on the liquid crystal display device.